

Deodorants in India

July 2023

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Deodorants in India - Category analysis

KEY DATA FINDINGS

2022 DEVELOPMENTS

Surge in travel and return of outdoor fitness activities accelerate the growth of deodorants
Greater focus on brand ambassadors to drive strong brand awareness amongst the target audience
Convenience and affordability allow pocket-sized deodorants to attract consumer demand

PROSPECTS AND OPPORTUNITIES

Weather conditions and growing participation in sports activities offer avenues for growth
Premium perception, coupled with limited retail presence, set to keep deodorant roll-ons as a relative niche
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DISCLAIMER

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